

Taiwan Call Center Survey

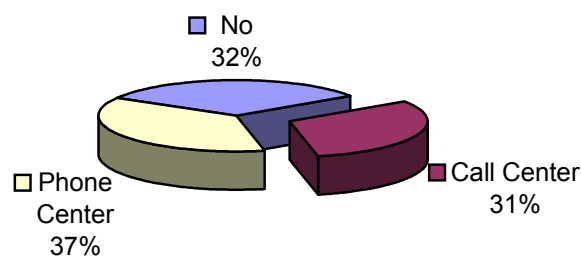
Key Finding: Only 31% among the selected 90 large companies have the call centers, whereas 37% have the phone centers.

Table 1: Call Centers v.s. Phone Centers

	No	Call Center	Phone Center	Total
Bank/credit card	1	13	2	16
Insurance	7	1	3	11
Consumer Product	3	5	6	14
Technology/Industrial	6	5	16	27
Transportation.	4	3	3	10
Others (Hotel/Distribution/Securities)	8	1	3	12
Total	29	28	33	90

Source: TechInsight Inc, February 1999

Call Center vs. Phone Center in Distribution



Source: TechInsight Inc, February 1999

- There are 20% of the total samples intend to purchase or upgrade the call center service within 12 months. These companies are mainly in bank/credit card industry



(44%), followed by insurance (36%), consumer (21%), technology (11%) and transportation (10%).

- Apparently the bank/credit card and the insurance industries are the most potential industries in call center service. The difference between bank/credit card and insurance is that lots of banks have already installed call centers but only one insurance company has had the call center. The industries not in our study also highly potential for CCS (stands for call center service) are telecom, cable/satellite TV, and direct sales (including mail-order companies).
- There are only 2.2% of the sampling companies with fully call center functions (i.e. VRU plus CTI). 28.89% of the interviews have VRU function only and 36.67% have the phone center (i.e. no VRU or CTI functions but with the physical location and the full time service rep. to handle inbound/outbound calls)
- Although the bank/credit card industry has the highest penetration rate of the call center (81% in terms of IDC's definition), this industry is still with the most potentiality for future call center business.
- The number of inbound calls is a key factor whether a company needs a call center or not. For instance the bank/credit card industry needs a call center since its average inbound calls are 5,150 per day. For the same reason, the transportation industry may be potential as well since the number of calls each day is also high (average 6,006 per day). All other industries have fewer opportunities since the business natures of those industries are either with fewer calls or no need for a centralized CCS.

- The number of inbound calls is also high (1,400 calls per day) for securities industry. However, no company is interested to install a full functional call center due to most of the inbound calls are to the broker's direct line instead of the company's main telephone line. Also the customers will phone the local branches for information rather than a centralized call center system. A few securities companies have interests in call center with basic technology such as VRU. This low cost market has potential for small CCS providers.
- Foreign companies are the pioneers of CCS market. The companies with call centers such as The Hong Kong and Shanghai Banking Co, Abn Amro Bank, Bristol Meyers Squibb, NuSkin, Nestle, Compaq, HP, Fujitsu etc. are all foreign companies. The local companies with call centers are concentrated in bank/credit card industry. The reasons may be that the foreign companies may think CCS can increase efficiency and reduce cost, or follow their headquarters' step. In opposite the local companies (except bank/credit card) are comparatively conservative and reluctant to spend too much money in CCS.
- Customer Privacy Protection Act is always the concern for all interviewees, especially in banking/credit card issuers industry.
- The bank/credit card industry has the highest percentage (81%) with call center, followed by consumer products (36%) and transportation (30%). The lowest percentage of call center is the hotel/distribution/securities industry (8%).
- The average inbound calls per day by industry are as follows,
Transportation (Airlines): 6,006
Bank/credit card: 5,150



Technology/Industrial: 1,051

Others: 600

Consumer: 315

Insurance: 219

Obviously the number of inbound calls of transportation and bank/credit card are much more than that of other industries.

- The percentage of the companies having recovery plans by industry are bank/credit card (41.7%), followed by technology/industrial (28%), insurance (27.3%) and consumer product (18.2%). The transportation and hotel/distribution/securities industries do not have recovery plans.
- The percentage of the companies having overflow traffic plans by industry are hotel/distribution/securities (75%), followed by transportation (66.7%), bank/credit card (40%), insurance (33.3%), and customer product (25%). The most overflow traffic plan in use is within the organization, which accounts for 73.33% of the total plans being used.
- The percentage of the companies having quality assurance plans by industry are bank/credit card (53.3%), followed by technology/industrial (40%), transportation (40%) and consumer product (33.33%). The most quality assurance plan in use is monitoring by supervisor, which accounts for 78.79% of the total plans being used. No company is using call-forward surveys as quality assurance.
- For those companies with call centers, the most technologies in use are VRU (100%, by IDC's definition), followed by ACD (50%), Internet home page (32.14%) and recording (28.57%).

- For those companies with call centers, the most technologies will be upgraded in 12 months are recording (21.43%), followed by fax back (17.86%), ACD (14.29%), real time display (14.29%), preview dialing (14.29%), capacity planning (14.29%) and attendance management (14.29%).
- The most technologies in use by industries are as follows,
Bank/credit card: VRU (81.25%), ACD (37.5%), fax back (37.5%)
Insurance: ACD (18.18%), VRU (9.09%), ANI (9.09%)
Consumer products: VRU (35.71%), recording (28.57%), ACD (21.43%)
Technology/industrial: ACD (22.2%), VRU (18.5%), recording (14.8%)
Transportation: ACD (80%)
Others: recording (16.67%), Internet home page (16.67%)
- For all industries, quality, technical performance and post-sales service are the top 3 factors for the companies in choosing VRU. For most industries, the process know-how, worldwide leading supplier and price are the 3 least important factors in choosing VRU.